

Station	KSNV-TV LAS VEGAS, NV.	Agency	() GMMB	Rep Firm	
Advertiser	() .DCCC/HORSFORD		3050 K ST NW	Sales Office ()	PHILADELPHIA
Product	Horsford/DCCC		WASHINGTON, DC 20007	Salesperson ()	AMY MCCREARY
Estimate#	1969	Agency C/P1/P2/E	143/149/1969		
Buyer	Jesse Demastrie	Flight Dates	10/05/2012 - 10/11/2012	Salesperson Phone#	215-568-6540
Phone#		Hiatus Weeks		Salesperson FAX#	215-568-1845
Fax#					

--- CONTRACT COMMENT ---

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F,M-TH	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$450.00	10/05-10/11	3	1	3	\$1,350.00	
	2	SU-TH	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$250.00	10/07-10/11	1	1	1	\$250.00	
	3	F,M-TH	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	10/05-10/11	4	1	4	\$2,800.00	
	4	F,M-TH	7A-9A	TODAY SHOW	:30	\$900.00	10/05-10/11	5	1	5	\$4,500.00	
	5	SA	7A-9A	SATURDAY TODAY	:30	\$625.00	10/06-10/06	1	1	1	\$625.00	
	6	SU	8A-9A	MEET THE PRESS	:30	\$3,000.00	10/07-10/07	1	1	1	\$3,000.00	
	7	F,M-TH	3P-4P	DR. PHIL	:30	\$450.00	10/05-10/11	2	1	2	\$900.00	
	8	F,M-TH	5P-630P	EARLY NEWS	:30	\$1,200.00	10/05-10/11	3	1	3	\$3,600.00	
	9	F,M-TH	630P-7P	JEOPARDY	:30	\$1,300.00	10/05-10/11	2	1	2	\$2,600.00	
	10	F,M-TH	7P-730P	WHEEL OF FORTUNE	:30	\$1,300.00	10/05-10/11	2	1	2	\$2,600.00	
	11	F,M-TH	730P-8P	FACE TO FACE W/ JON RALSTON	:30	\$900.00	10/05-10/11	2	1	2	\$1,800.00	
	12	M	8P-10P	THE VOICE	:30	\$4,000.00	10/08-10/08	1	1	1	\$4,000.00	
	13	TU	10P-11P	PARENTHOOD	:30	\$3,200.00	10/09-10/09	1	1	1	\$3,200.00	
	14	SU	530P-830P	NFL	:30	\$10,000.00	10/07-10/07	1	1	1	\$10,000.00	

Station KSNV-TV LAS VEGAS, NV.

Advertiser () .DCCC/HORSFORD

Product Horsford/DCCC

Estimate# 1969

Buyer Jesse Demastrie

Phone#

Fax#

Agency () GMMB

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 143/149/1969

Flight Dates 10/05/2012 - 10/11/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	15	F,M-TH	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,200.00	10/05-10/11	2	1	2	\$2,400.00	
	16	F,M-TH	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$500.00	10/05-10/11	2	1	2	\$1,000.00	

---REPORT TOTALS---

Report Totals: 33 / \$44,625.00

---SALES MONTHLY TOTALS---

Oct 12: 33 / \$44,625.00

Sales Totals: 33 / \$44,625.00

Station Totals: 33 / \$44,625.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$153,879	CATV	0%	KBLR	0%	KINC	0%	KLAS	30%	KSNV	29%
		KTNV	20%	KTUD	1%	KVCW	2%	KVMY	3%	KVVU	15%
		XXXX	0%								

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12

Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE

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